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By Stan Rapp

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Stan Rapp, chairman of Rapp & Collins, is a much-in-demand keynoter at trade conferences in the United States, Europe, and the Pacific region.

Stan Rapp is the author of *Maxi-marketing* (4.09 avg rating, 11 ratings, 0 reviews, published 1986), *Reinventing Interactive and Direct Marketing* (3.33 av